



As a global food leader, Kellogg believes strongly in the important role our company and our foods play in fighting hunger and feeding potential. Our passion for and commitment to this work come to life through our *Breakfasts for Better Days™* global signature cause platform. This platform integrates our nutrition, hunger relief, sustainability and public policy work to address the critical worldwide issue of food security. In a world with a growing population and increasingly limited natural resources, we are partnering with our colleagues, customers, government leaders, partners and people who enjoy our foods to help make sure there is enough food for everyone.

Since we launched *Breakfasts for Better Days™* in 2013, Kellogg has provided more than two billion servings of food to people in need.

In October 2016, we announced new commitments focused on creating **three billion Better Days** for people around the world by the end of 2025. These commitments include:

- Donating 2.5 billion servings of food to people in need, often in partnership with hundreds of food banks across six continents;
- Expanding feeding and nutrition education programs so 2 million children can reach their full potential;
- Supporting 500,000 farmers, their families and communities with climate-smart agriculture practices to increase yields, improve climate resiliency and reduce post-harvest food loss and waste;
- Committing 45,000 Kellogg employee and retiree volunteer days at local community food banks, farms and breakfast programs; and,
- Engaging 300 million people in our efforts to address food security through promotions, online engagement and social media participation.

In 2017, *Breakfasts for Better Days* provided more than **637.5 million Better Days** for people around the world and also achieved the following milestones.



Through our *Breakfasts for Better Days™* and other commitments, Kellogg is doing our part to achieve five

[United Nations \(U.N.\) 2030 Sustainable Development Goals \(SDGs\):](#)

- #2 – Zero Hunger
- #5 – Gender Equality
- #12.3 – Food Loss and Waste
- #13 – Climate Action
- #17 – Partnerships



For more information about how we are achieving our about *Breakfasts for Better Days™* goals, visit our [2017/2018 Corporate Responsibility Report](#). Details on our methodology are available here.